



Local Issue Ad Public File Checklist

Station WGHP

Date 7/27

1. Name of Sponsor Republican National Committee
2. 7/27 - 8/10
Flight dates and times
3. Again
Name of spot/description of script/issue
4. _____
Substantiation provided (describe)
~~script~~ documentation attached

5. Officers and Directors of sponsor in Station Public File X
Yes No (explain below)
6. Sponsor ID: X
Yes No (explain below)

NOTES:

Name

Date

NAB Form PB-17 Issues

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

7/5/12

I, Jan Ferrell
do hereby request station time concerning the following issue:

Republican National Committee- IE

Broadcast Length	Time of Day, Day of Week or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges: \$2,260

This broadcast time will be used by: Republican National Committee- IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes

☐ No

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Title: “AGAIN” TVRNC-

Script: (30 sec.) ANNOUNCER: President Obama’s First Term Economic Plan: An Eight Hundred Billion Dollar Stimulus.

OBAMA: To Create Three To Four Million Jobs

ANNOUNCER: While Americans Waited For Help. Billions Were Spent In Foreign Countries. Millions Went To Political Insiders. Millions More Unaccounted For. Now Your Money Is Gone. And So Are Nearly Five Hundred Thousand Jobs. His Plan For A Second Term? Do It Again. Are You With Him? The Republican National Committee Is Responsible For The Content Of This Advertising.

Final Script	Fact
ANNOUNCER: “President Obama’s first term economic plan: An eight hundred billion dollar stimulus.”	<u>The Wall Street Journal</u> , 9/9/11
OBAMA: To Create Three To Four Million Jobs	<u>Obama Speech</u> (4:40)
ANNOUNCER: While Americans Waited For Help. Billions Were Spent In Foreign Countries.	<u>The Washington Times</u> , 9/9/10
Millions Went To Political Insiders	<u>Newsweek</u> , 11/12/11 Or <u>The Center For Public Integrity</u> , 6/15/11
Millions More Unaccounted For.	<u>Wall Street Journal Video Editorial</u> , 10/6/10
Now Your Money Is Gone	<u>The Columbus Dispatch</u> , 8/28/11 or <u>Recovery.Gov</u> , Accessed 7/24/12
And So Are Nearly Five Hundred Thousand Jobs.	<u>Bureau of Labor & Statistics</u> , Accessed 7/19/12
His Second Term Economic Plan? Do it again. SUPER: "Obama proposed his second stimulus" CJR, 9/15/11	<u>Columbia Journalism Review</u> , 9/15/11 Or <u>Associated Press</u> , 9/12/11
Are You With Him? The Republican National Committee Is Responsible For The Content Of This Advertising.	No verification necessary.

WGHP-TV

ORDER

Print Date 07/29/12

Page 1 of 2

Flight Dates 07/27/12-08/10/12

Order Sep 00:16:00

Product

Estimate # 2889

Alt Order # 9779062

Billing Type **Cash**

Order Type GENERAL

Billing Cycle **EOM/EOC**

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes 3P-POL FLI GEN

Product Codes PL2A

Priority 3

Advertiser Ref**Contract / Revision**

563912 /

RNC

Original Date / Revision

07/26/12 07/26/12

Agency Com 15%

Billing Contact

Advertiser Republican National Commi

815 Slaters Lane
Alexandria, VA 22314

Agency National Media Research Pla

Buying Contact

Sales Office DC-M

Sales Region NAT

Agency Ref

815 Slaters Lane

Alexandria, VA 22314

Primary Account Executive

Brad Phillips

Account Executive

Order%

Start Date

End Date

Brad Philipps

100%

Order Share 7% Market Value 80285

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	21%	16860
WGPX	%	0
WLXI	%	0
WTWS	%	0
WUNL	%	0
WUPN	%	0
WXII	69%	55397
WXLV	3%	2408

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	4	\$1,241.00	\$1,460.00	12.40	06/25/12	07/29/12	4	\$1,241.00	\$1,460.00
August 2012	13	\$3,536.00	\$4,160.00	33.10	07/30/12	08/10/12	13	\$3,536.00	\$4,160.00
Totals	17	\$4,777.00	\$5,620.00	45.50					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	8	07/27/12	07/27/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	----F--	:30	1	\$300.00	3	2.30	NM	1	\$300.00
FOX8-NWS-5.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	----F--	1			\$300.00		2.30					
E 2	8	07/28/12	08/04/12	Sa 6p-7p Sa 6p-7p	CM-All	6p-7p	-----S-	:30	1	\$450.00	3	3.10	NM	1	\$450.00
FOX8 NWS 6P SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	-----S-	1			\$450.00		3.10					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	8	07/23/12-07/29/12	Sa 6p-7p	8p-7p		-----Sa--	:30	(\$450.00)	3.10	NM					
Credited															

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 2	8	07/28/12	08/04/12	Sa 6p-7p Sa 6p-7p	CM-All	6p-7p	-----S-	:30	1	\$450.00	3	3.10	NM	1	\$450.00	
FOX8 NWS 6P SAT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S-					1	\$450.00		3.10				
3	8	07/28/12	08/04/12	LN (Sa) Late News Sa	CM-All	1030-11p (10:30 PM-11:00 PM)	-----S-	:30	1	\$650.00	3	5.90	NM	2	\$1,300.00	
FOX 1030P NWS SAT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S-					1	\$650.00		5.90				
Week:		07/30/12	08/05/12	-----S-					1	\$650.00		5.90				
4	8	07/29/12	08/05/12	Su 11p-12a Su 11p-12a	CM-All	11p-12a	-----S	:30	1	\$60.00	3	1.10	NM	2	\$120.00	
30 ROCK (HOUR)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S					1	\$60.00		1.10				
Week:		07/30/12	08/05/12	-----S					1	\$60.00		1.10				
5	8	08/10/12	08/10/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	----F--	:30	1	\$300.00	3	2.30	NM	1	\$300.00	
FOX8-NWS-5.00A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/08/12	08/12/12	----F--					1	\$300.00		2.30				
6	8	07/30/12	08/02/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	MTWT---	:30	4	\$300.00	3	2.30	NM	4	\$1,200.00	
FOX8-NWS-5.00A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWT---					4	\$300.00		2.30				
7	8	08/06/12	08/09/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	MTWT---	:30	5	\$300.00	3	2.30	NM	5	\$1,500.00	
FOX8-NWS-5.00A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MTWT---					5	\$300.00		2.30				
E 8	8	07/28/12	07/28/12	LN (Sa) Late News Sa	CM-All	10-11p	-----S-	:30	1	\$450.00	3	3.10	NM	1	\$450.00	
FOX8 NWS 6P SAT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S-					1	\$450.00		3.10				
														Totals	17	\$5,620.00



WGHP-TV

ORDER

Print Date 07/26/12

Page 1 of 2

Flight Dates 07/27/12-08/10/12

Contract / Revision

563912 /

Product

RNC

Original Date / Revision

07/26/12 07/26/12

Agency Com 15%

Billing Contact

Advertiser Republican National Commi

815 Slaters Lane
Alexandria, VA 22314

Agency National Media Research Pl

Buying Contact

Sales Office DC-M

Sales Region NAT

Agency Ref

815 Slaters Lane
Alexandria, VA 22314

Order Sep 00:15:00

Estimate # 2889

Alt Order # 9779062

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes SP-POL PLI GEN

Product Codes PL2A

Priority 3

Advertiser Ref

Primary Account Executive

Brad Philipps

Account Executive Order% Start Date End Date

Brad Philipps 100%

Order Share 7% Market Value 80285

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	21%	16860
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	69%	55397
WXLV	3%	2408

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	4	\$1,241.00	\$1,460.00	12.40	06/25/12	07/29/12	4	\$1,241.00	\$1,460.00
August 2012	13	\$3,536.00	\$4,160.00	33.10	07/30/12	08/10/12	13	\$3,536.00	\$4,160.00
Totals	17	\$4,777.00	\$5,620.00	45.50					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	07/27/12	07/27/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	----F--	:30	1	\$300.00	3	2.30	NM	1	\$300.00
FOX8-NWS-5.00A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$300.00		2.30			
E 2	8	07/28/12	08/04/12	Sa 6p-7p Sa 6p-7p	CM-All	6p-7p	-----S-	:30	1	\$450.00	3	3.10	NM	2	\$900.00
FOX8 NWS 6P SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$450.00		3.10			
Week:		07/30/12	08/05/12	-----S-					1	\$450.00		3.10			
E 3	8	07/28/12	08/04/12	LN (Sa) Late News Sa	CM-All	1030-11p (10:30 PM-11:00 PM)	-----S-	:30	1	\$650.00	3	5.90	NM	2	\$1,300.00



WGHP-TV

Print Date: 07/26/12

Page 2 of 2

Contract / Revision **563912** Flight Dates **07/27/12-08/10/12**

Hiatus Dates

Original Date / Revision 07/26/12/ 07/26/12

Order Sep 00:15:00

Advertiser **Republican National Comm** Product **RNC**

Estimate # **2889**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
FOX 1030P NWS SAT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S-					1	\$650.00		5.90				
Week:		07/30/12	08/05/12	-----S-					1	\$650.00		5.90				
E 4	8	07/29/12	08/05/12	Su 11p-12a Su 11p-12a	CM-All	11p-12a	-----S	:30	1	\$60.00	3	1.10	NM	2	\$120.00	
30 ROCK (HOUR)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-----S					1	\$60.00		1.10				
Week:		07/30/12	08/05/12	-----S					1	\$60.00		1.10				
E 5	8	08/10/12	08/10/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	----F--	:30	1	\$300.00	3	2.30	NM	1	\$300.00	
FOX8-NWS-5.00A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--					1	\$300.00		2.30				
N 6	8	07/30/12	08/02/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	MTWT---	:30	4	\$300.00	3	2.30	NM	4	\$1,200.00	
FOX8-NWS-5.00A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWT---					4	\$300.00		2.30				
N 7	8	08/06/12	08/09/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	MTWT---	:30	5	\$300.00	3	2.30	NM	5	\$1,500.00	
FOX8-NWS-5.00A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MTWT---					5	\$300.00		2.30				
														Totals	17	\$5,620.00

INVOICE



WGHP
2005 Francis St.
High Point, NC 27263
Main: (336)841-8888
Billing: (336)821-1209

www.myfox8.com

Billing Address:

National Media Research Planning & Placement
Attention: Accounts Payable
815 Slaters Lane
Alexandria, VA 22314

Send Payment To:

WGHP
P.O. Box 534701
Atlanta, GA 30353-4701

Invoice #	Invoice Date	Invoice Month	Invoice Period
563912-1	07/29/12	July 2012	06/25/12 - 07/29/12

Station	Account Executive	Sales Office	Sales Region
WGHP	Brad Philipps	Washington DC	National

Advertiser	Product	Estimate Number
Republican National Comm	RNC	2889

Flight Dates	Order #	Alt Order #
07/27/12 - 08/10/12	563912	9779062

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
8380	20	442

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/27/12	07/27/12	FOX 8 Morning News	5-6a	----F--	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----F-- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 8 F 07/27/12 5:28 AM FOX 8 Morning News 5-6a :30 RNTV072501H \$300.00 NM									
2	07/28/12	08/04/12	Sa 6p-7p	6p-7p	-----S-	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -----S- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Sa 07/28/12 Sa 6p-7p 6p-7p :00 \$450.00 NM Credited									
3	07/28/12	08/04/12	Late News Sa	1030-11p	-----S-	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -----S- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Sa 07/28/12 10:41 PM Late News Sa 1030-11p :30 RNTV072501H \$650.00 NM									
4	07/29/12	08/05/12	Su 11p-12a	11p-12a	-----S	:30	1	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -----S 1 \$60.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Su 07/29/12 11:30 PM Su 11p-12a 11p-12a :30 RNTV072501H \$60.00 NM									
8	07/28/12	07/28/12	Late News Sa	10-11p	-----S-	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -----S- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 8 Sa 07/28/12 10:24 PM Late News Sa 10-11p :30 RNTV072501H \$450.00 NM									

Total Spots 4 Gross Total \$1,460.00

INVOICE



Send Payment To:
WGHP
P.O. Box 534701
Atlanta, GA 30353-4701

www.myfox8.com

Payment Terms 30 Days

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
563912-1	07/29/12	July 2012	06/25/12 - 07/29/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Republican National Comm	RNC	2889

<u>Agency Commission</u>	\$219.00
<u>Net Amount Due</u>	\$1,241.00

25112
07725712

Inv Date	Invoice #	Description	Balance Due	Discount	Net Amount
07-25-12	A-72512SBWGHP-IV RNC-RNCIE-NC 2889		2,261.00		2,261.00

Check Total: \$2,261.00

117 SAFEGUARD. LITHO USA. 8FSL4 CK7508114L

ORIGINAL DOCUMENT PRINTED ON CHEMICAL REACTIVE PAPER WITH MICROPRINTED BORDER

**NATIONAL MEDIA RESEARCH,
PLANNING & PLACEMENT, LLC**
815 SLATERS LANE
ALEXANDRIA, VA 22314

BB&T
Business Banking and Trust Company

VIRGINIA

25112

25112

NUMBER

68-426/514

PAY EXACTLY*****2,261*DOLLARS*AND*00*CENTS

VOID AFTER NINETY (90) DAYS

DATE _____

AMOUNT

Jul 25, 2012

\$2,261.00

**PAY
TO THE
ORDER
OF**

WGHP-TV
2005 Francis Street
High Point, NC 27263

Jonathan W. Ferrell

SECURITY

THIS DOCUMENT CONTAINS HEAT SENSITIVE INK. TOUCH OR PRESS HERE - RED IMAGE DISAPPEARS WITH HEAT

#025112# 1:0514042601:0000152092555#

P.01

JUL-25-2012 22:16